



## Press Release

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### FOR IMMEDIATE RELEASE

#### **ENTROPIC COMMUNICATIONS TURNS TO SYNTRICITY'S dataConductorEP® TO MANAGE ITS SEMICONDUCTOR DATA**

SAN DIEGO, CALIFORNIA, June 4, 2004 — Entropic Communications, a rapidly growing semiconductor start-up that is targeting the exploding market for in-home multimedia connectivity, has adopted Syntricity Inc.'s ([www.syntricity.com](http://www.syntricity.com)) dataConductorEP® extensible platform for semiconductor data management, analysis and collaborative reporting. According to Syntricity Inc. CEO Jeff Teza, dataConductorEP was selected to serve as Entropic's data management platform after an extensive competitive review.

"Entropic's chip technology is revolutionizing the way video and data is being networked in the home," Teza said today. "Everything about this company is forward-thinking, including their selection of dataConductorEP to serve as their data management platform. We are confident that dataConductorEP will help Entropic achieve new levels of cost-efficiency as they accelerate their product development efforts."

The industry's first and only Web-native platform, dataConductorEP enables the automated collection, analysis and dissemination of very large volumes of engineering data along the semiconductor supply chain.

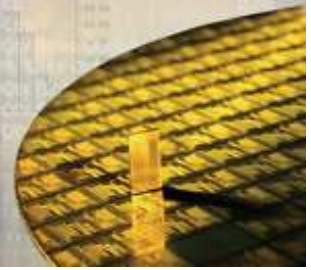
According to Dr. Anton Monk, Entropic's VP of Engineering and cofounder, "Syntricity's dataConductorEP platform outperforms every other solution available today. It has demonstrated its ability to help us be more effective in our engineering processes and this will help us to improve our bottom line today and in the future. We are a young company powered by a strong vision of the future. Syntricity's dataConductorEP will help us to achieve our vision."

Syntricity dataConductor solutions are used by leading fabless and IDM semiconductor companies to lower costs, accelerate time to market, solve problems faster and institute best practices across the semiconductor supply chain.

dataConductorEP is the world's only J2EE compatible Web-native software platform for device characterization and semiconductor yield management, allowing it to support worldwide browser accessibility, server-side scalability, sophisticated report generation and distribution and a patented warehouse information model. dataConductorEP is a tool for organizing, visualizing, and reporting of data. It combines the power of an Oracle® database with an easy-to-use Web browser interface. It goes far beyond standard data viewers by allowing users to collect, organize, and view data through the Internet or



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through a customer's Intranet. Applications of dataConductorEP include design closure processes (addressing time to market), new product introduction (addressing time to yield) and sustaining yield engineering (addressing cost of goods management).

Syntricity was founded in 1997 with the understanding that the needs of companies to manage and act upon large volumes of engineering information along a complex supply chain quickly can only be accomplished when everyone has access to the information in near real time — via the Internet. When they do, they are efficient, productive and better able to make the informed decisions that positively impact profitability.

dataConductorEP was unveiled in Q4 2002 as a new approach to historically closed yield management systems—an extensible, open architecture platform. Architecturally years ahead of other IC yield management systems, dataConductorEP is customizable, empowering users to define and personalize their own environment. Designed with XML, Python, Java, HTML, PDF and other open standards, dataConductorEP also allows connectivity and integration with other software systems like MES, and EDA.

### **About Entropic Communications**

Entropic's c.LINK-270™ chipset provides the industry's most cost effective method for networking video and data in the home, and can be built into a variety of consumer electronics – STBs, TVs, PCs, and DVRs. c.LINK-270 delivers a maximum data rate of 270Mbps, capable of streaming multiple simultaneous HDTV and SD videos with no loss of picture quality.

Entropic Communications is a privately held fabless semiconductor company based in San Diego, Calif. Entropic's products hold the promise to fundamentally change the way video and other broadband multimedia are used in homes. Since its founding in 2001, Entropic has raised \$46 million from leading venture and strategic investors, including CMEA, Mission Ventures, Redpoint, Cisco, Comcast, Intel, Motorola, Panasonic, and Time Warner. For more information: [www.entropic.com](http://www.entropic.com).

### **About Syntricity**

Syntricity Inc. provides enterprise-wide, Web-native software and services for semiconductor yield improvement. A privately held company, some of Syntricity's key customers include AMCC, Broadcom, Cirrus Logic, Freescale (formerly Motorola's SPS division), Legerity, Qualcomm, Silicon Labs, Sun Microsystems, and Tundra. Syntricity is headquartered in San Diego, California, and maintains sales offices in Newport Beach, California; San Jose, California; Japan, Singapore and Taiwan.

For more information, contact Syntricity Inc., 6020 Cornerstone Court West, San Diego, California 92121; Tel: (858) 552-4485; Fax: (858) 552-4493. Or visit <http://www.syntricity.com>.

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